

# SHOPPING

The activities in this section introduce the concepts of smart grocery shopping and online shopping. The activities provide practice of key terms and vocabulary items related to money saving strategies, shopping websites and online security.

The *Shopping* section includes four sets of activities:

*Smart Grocery Shopping*

*At the Checkout*

*How to Shop Online*

*Safe Online Shopping*

*Online Shopping in Canada*

You can select activities to teach based on the needs and interest of the learners in your class. The activities can be used individually and need not be used in the sequence in which they are presented. You may also add your own activities where appropriate. Suggestions and ideas for extending or complementing the specific activities are included in the teaching notes.

You can complement the activities in this section with online activities at *English for Financial Literacy > Online Activities*.

The activities in this section can be connected to the following theme in *LINC 1–5 Curriculum Guidelines*:

- *Commercial Services and Business*

## LEARNING OUTCOMES

The sample outcomes below can help you in planning a lesson or series of lessons about smart shopping. The outcomes are intended to guide you in defining areas of content and contexts for the language instruction. The financial literacy outcomes can help you determine the aspects of financial literacy to include in your instruction in order to facilitate learners' understanding, knowledge and competence. The language outcomes can guide you in selecting/designing language activities at CLB 3–5 that support financial literacy.

The activities included in this section are intended to support the outcomes below.

### SAMPLE FINANCIAL LITERACY OUTCOMES

#### Understanding and knowledge

- Be aware of strategies and tools to save money when shopping
- Be aware of consumer rights and responsibilities in shopping situations
- Understand the key vocabulary and concepts involved in online shopping
- Be aware of risks involved in shopping online (to money, identity and property)
- Know how to protect personal and financial information online

#### Application

- Identify shopping habits and strategies that can save money (e.g., in grocery shopping, shopping online)
- Ask for information about specific details in a shopping situation, including product information, pricing, discounts, forms of payment
- Identify own consumer rights and resolve disputes in everyday shopping situations
- Discuss advantages and disadvantages of online shopping
- Follow the steps to make a purchase online
- Recognize security features of shopping websites

### SAMPLE LANGUAGE OUTCOMES

- Get key information from texts with advice about shopping wisely
- Identify factual details and implied meanings in conversations about shopping preferences
- Demonstrate gist and factual details in listening texts about problems with price scans
- Get gist and key information from texts explaining the common features of shopping websites
- Follow instructions for making an online purchase
- Locate and compare information in shopping websites
- Ask for and give information about personal experiences with online shopping
- Get key information from listening texts with advice about shopping online safely
- Give opinions, agree and disagree in discussions and debates about online shopping
- Calculate discounts, taxes, shipping charges and fees
- Use unit pricing to calculate cost and compare brands and sizes

When planning a lesson or series of lessons, you can use the listed outcomes as they are or develop your own based on the needs and interests of the learners in your class. For ideas and strategies for conducting a needs assessment, the *Instructor Guide*.

## BACKGROUND INFORMATION AND KEY LANGUAGE ELEMENTS

You can use the text below to familiarize yourself with the key concepts and processes in the topic of shopping that are presented in the learner activities in this section. For sources of more information on this topic or related classroom resources, please see the *Useful Websites* section.

The sidebar below lists major language elements that you may want to introduce or review to support the thematic content of the activities.

### Grocery Shopping

Knowing how to get value for your money is an important financial literacy skill. While many newcomers are adept at comparison shopping and finding the best deals on everyday purchases such as groceries, they may miss out on savings opportunities due to their English language skills or a lack of knowledge about North American sales and marketing practices.

Learners need to understand the language of sales flyers and in-store signs, coupons, packaging and store policies. They also need to become aware of factors that encourage spending and impulse buying, such as product placement and store layout.

### Online Shopping

Online shopping offers convenience, selection and easy price comparisons. It is possible for shoppers to get great deals online if they can identify reputable vendors and understand all the terms, conditions and additional fees, such as restocking fees or return shipping fees for returned items. Learners need to understand and weigh the advantages and disadvantages, even risks, of buying goods and services over the Internet.

Using comparison search engines is an easy way to find the best price on a particular brand name product, but it can be challenging to calculate the final cost in Canadian dollars when ordering from American or international vendors. Other important concepts to understand are frauds and scams. Learners need to be aware of common online sales scams and recognize the signs that a vendor may not be reputable.

### Online Shopping Safety

An important online shopping concept is webpage security. Shoppers should always check for security features such as the closed padlock icon and the letter “s” following *http* (*https*), which indicates a secure webpage, before disclosing any personal or financial details. Understanding the vendor’s privacy policy can also protect personal information and reduce unsolicited emails.

#### Key vocabulary

brick-and-mortar  
store  
bulk  
to buy in bulk  
currency  
conversion  
coupon  
coupon code  
comparison  
shopping  
discount  
duty  
e-commerce  
feature  
fine print  
privacy policy  
raincheck  
returns policy  
savvy  
scanner  
search engine  
secure web page  
shipping and  
handling fees  
specials, to be on  
special  
stock up  
store policy  
to do the math  
unit pricing  
vendor

#### Possible grammar structures

Complex sentences  
with *if* and *when*  
to show cause and  
effect



## HOW TO SHOP ONLINE

### Objectives and CLB levels

The objective of these activities is to introduce vocabulary for shopping online and familiarize learners with the process of making an online purchase. They are appropriate for CLB 3–5.

### Targeted financial literacy outcomes

The activities in this section and the activity ideas in the teaching notes will help learners achieve the following financial literacy outcomes:

- Understand vocabulary and concepts related to online shopping
- Follow the steps to make an online purchase
- Identify security features of shopping websites

### Corresponding CLB competencies

🗣️ CLB 3–5: Give simple, common routine instructions and directions to a familiar person (CLB 3, 4); give instructions and directions for everyday activities and processes (CLB 5).

🗣️ CLB 4: Express preferences, satisfaction or dissatisfaction.

📖 CLB 3–5: Understand common, sequentially presented instructions and directions related to familiar, everyday situations of personal relevance (CLB 3, 4); understand simple to moderately complex directions and instructions for generally familiar and relevant procedures (CLB 5).

📖 CLB 3, 4: Understand short, simple clearly sequenced instructions (CLB 3, 4) and instructional texts (CLB 4) for familiar everyday situations.

📖 CLB 3–5: Get information from simple formatted texts (web pages) (CLB 3, 4); locate and use 1 or 2 pieces of information from moderately complex formatted texts (such as ... website navigation menus).

### Procedures

**A.** This warm-up discussion introduces learners to shopping online. Depending on the learners in your class, you may need to introduce/review vocabulary related to navigating websites. You may want to include the following words: *website, web page, URL, web address, menu, button, click, select, type, enter, scroll, etc.*

**B.** This is a word-definition matching exercise. You can replace it with activity C, or use both.

Answers:

1. d    2. k    3. f    4. l    5. g    6. h    7. e    8. i    9. j    10. a    11. c    12. b

**C.** Vocabulary cards: Learners can play a concentration game with the word and definition cards. You can also use the word cards after activity D to have learners demonstrate the sequence of steps in making an online purchase.

**D.** This text presents steps involved in making an online purchase. Ideally, you could have learners explore any shopping website following the steps outlined in the text. You can have learners read it first and put the sentences below in the correct order. For CLB 4 and 5, you could read the text and have learners listen and order the steps.

To extend the activity: Have learners retell the steps using sequencing expressions such as *first, then, after that, later, finally, in the end*.

**E. and F.** ① Online shopping websites: Direct learners to major retailer sites, as they are usually easy to navigate, use similar language and follow similar steps. Some suggestions: [www.thebay.com](http://www.thebay.com); [www.sears.ca](http://www.sears.ca); [www.amazon.ca](http://www.amazon.ca). Learners can record the name of the online store, then navigate through each site to find the same (or similar) words and phrases they learned in the previous activities. They complete the chart by checking off the words they find or writing similar words and phrases they encounter. Learners can choose their favourite website and explain why they like it (e.g., easy to search for items and navigate the site, don't have to register to use it, nice graphics).

**Note:** Most shopping websites require a username and email address. You can have learners set up separate email addresses on *Gmail* or *Yahoo* for practice purposes only.

**G. ①** This activity can be done in pairs or individually; pair up learners with varied computer skills. You can set the budget for the gift, e.g., \$50, and remind learners to stay within it, including taxes, shipping and handling fees, etc. Learners will not be able to go beyond the payment information web page; you can ask them to choose a credit card and elicit what information is needed to complete the transaction. Ask them to present the gift of their choice: list the features and all costs involved, and comment on how easy/difficult it was to use the selected website.

**Beyond the classroom:** Learners can explore various shopping websites and access their pages with products and additional information on privacy policy, return policy, shipping costs, etc.

## HOW TO SHOP ONLINE

### A. With a partner, discuss the answers to the questions below.

1. Have you ever bought anything online? Why?
2. In your opinion, how does online shopping compare to traditional shopping? For example, does it save time and money? Is it more convenient?
3. Think about doing shopping in a supermarket or department store. What are the steps you go through?



### B. Match the words with the meanings.

- |                              |   |
|------------------------------|---|
| 1. d to confirm              | a. to close access to a website   |
| 2. ___ online shopping       | b. to move to the next step   |
| 3. ___ virtual shopping cart | c. information about how you want to pay for the items you are buying—for example, a credit card number |
| 4. ___ checkout              | d. to say you are sure something is correct   |
| 5. ___ <i>Add To Cart</i>    | e. a name or word that you type to enter a website  |
| 6. ___ to log in             | f. a tool that keeps record of the items you want to buy  |
| 7. ___ username              | g. a button you click to select an item you want to buy   |
| 8. ___ password              | h. to type a username and password in order to enter a website  |
| 9. ___ personal information  | i. a group of secret letters and/or numbers that you type before you can enter a website                |
| 10. ___ to log out           | j. information such as your name, address, email address and phone number                               |
| 11. ___ payment details      | k. using the internet to buy things   |
| 12. ___ to proceed           | l. the web page where you complete your shopping  |

C. Cut along the dotted lines to make cards. Match the word cards with the meaning cards.



<b>to confirm</b>	to say that you are sure something is correct
<b>online shopping</b>	using the Internet to buy things
<b>virtual shopping cart</b>	a tool that tracks the items you want to buy
<b>checkout</b>	the web page where you complete your online shopping
<b>username</b>	a name or word that allows you to enter a website
<b>to log in</b>	to type a username and password in order to access a website





<b>to proceed</b>	to continue to the next step
<b><i>ADD TO CART</i></b>	a button that you click to select an item you want to buy
<b>password</b>	a group of secret letters or numbers that you must type before you can use a website
<b>payment details</b>	information about how you want to pay for the items you are buying, for example, a credit card number
<b>personal information</b>	person's name, address, and phone number
<b>to log out</b>	to close access to a website

D. Read the text. Then number the scrambled steps in the correct order.

### How to Shop Online

Most online shopping websites take you through several steps to complete your online shopping. After you choose the website you want to use, you can start shopping. You can click on an item to see details about it. When you find something you want to buy, you click on the **Add to cart** button. The item is now in your virtual shopping cart. When all the items that you want to buy are in your shopping cart, you are ready to pay. You click on the **Checkout** button to proceed to the payment section. Some websites ask new shoppers to register or create a customer account. If you are a returning shopper, you might need to log in by entering your username and password. Other websites let you go directly to the checkout, without a customer account. On the checkout page, you type in your email address, billing address, delivery address, and other personal information. You also need to enter payment details, including your credit card number. During checkout, you confirm your order and check that all the information is correct. Then, you click on the **Order** button. You can usually choose to print a confirmation page. If you logged in, you log out. Now, your shopping trip is finished and you can leave the website.

- \_\_\_\_\_ Click on the checkout button to go the payment section.
- \_\_\_\_\_ Log out and leave the website.
- \_\_\_\_\_ Confirm your order and check that the information is correct.
- \_\_\_\_\_ You may need to sign up or log in by typing your username and password.
- 1**   Find something you want to buy.
- \_\_\_\_\_ Click on *Add To Cart* to choose the item.
- \_\_\_\_\_ Type in your billing address and the numbers from your credit card.
- \_\_\_\_\_ Print the confirmation page.

E. ①Go online and locate two shopping websites (shopping portals or online stores). Review the web pages and compare the shopping processes on each website. Look for the words and phrases from the checklist below. Check off the words you came across. If the website uses words that are different from the listed ones, write them in the table. With a partner, compare the websites you reviewed and discuss the differences.

shopping website:		
cart/basket/bag		
search box		
<i>ADD TO CART</i> button		
<i>CHECKOUT</i> button		
log in/register		
enter email address		
enter customer info		
enter billing address		
enter delivery address		
enter payment details		
choose shipping		
confirm order		
<i>ORDER</i> button		
print confirmation		

F. ①Select the shopping website and give your partner instructions on how to complete a shopping transaction. Your partner will follow your directions and confirm his/her understanding of the process. Compare the two websites, and find differences and similarities.

G. ①With a partner, decide on a particular item you want to buy as a gift for someone (e.g., a book or a piece of clothing) and set the budget for your purchase. Visit two online stores and find these items. Compare prices, shipping options, total costs and the company's payment features. Report your results to the class.

## SAFE ONLINE SHOPPING

### Objective and CLB levels

The objective of this series of activities is to familiarize learners with safety features of online shopping websites and ensure they can recognize them. These activities are intended for CLB 4 and CLB 5 learners.

### Targeted financial literacy outcome

The activities in this section and the activity ideas in teaching notes will help learners achieve the following financial literacy outcome:

- Recognize security features of shopping websites

### Corresponding CLB competencies

🗣 CLB 4, 5: Understand short communication intended to influence or persuade others in familiar, everyday situations (CLB 4); understand the gist and some details in moderately complex communication intended to influence or persuade (such as simple advice, opinion or suggestions) in everyday personally relevant situations (CLB 5).

🗣 CLB 4, 5: Give brief descriptions of personal experiences ... or simple processes, such as getting goods or services (CLB 4); give presentations about sequences of events; ... or describe ... daily routines (CLB 5).

📖 CLB 5: Locate and use 1 or 2 pieces of information from moderately complex formatted texts (such as ... website navigation menus).

### Procedures

You can introduce this series of activities by asking learners about their experiences with shopping online and how safe they felt when doing it.

**A.** ① Learners can take this quiz individually or in pairs; take up the answers with the whole class. If you have access to the computer lab, have learners search the web for more quizzes (suggested search term: *safe online shopping quiz*). Most quizzes offer answers after each question and usually provide detailed explanations.

Answers:

1. c      2. b      3. b      4. b      5. b      6. b      7. b

**B.** Ask learners to write sentences that will express potential risks and dangers when shopping online. Learners can use modal verbs of probability (*can, could, may might*) and certainty (*must, have to*).

**C and D.** This listening is a talk about the safety of online shopping. It offers tips with detailed explanations. Play the recording once and have learners complete the True/False quiz; then, have them listen to the talk again and take notes. There are eight tips in total.

Answers:

1. T      2. F      3. F      4. F      5. T

### Transcript

Today I'm going to talk about safe online shopping. I am an avid online shopper—like many of you, I don't have time to visit different stores and check out specials and good deals. I do it online, from the comfort of my home. However, online shopping has its risks, and they can be quite different from those in regular shopping. These risks involve not only your purchase, the things you buy and the money you spend on them, but also your identity and privacy. Now I am going to tell you how you can protect yourselves against these risks and what you can do to make your online shopping experience safe and easy.

To begin with, I'll speak about how you can protect your identity.

First and foremost, always make sure that you are using a secure Internet connection. It's best not to use public Wi-

Fi hot spots for situations when you give your personal information or credit card information over the Internet. You can never know for sure whether or not this connection is secure. When accessing any shopping website, make sure that it has *https* and a padlock icon in its URL. This means that the information you enter is encrypted, or coded. If you cannot locate either of these encryption signs, do not use that website—it's not safe.

Before buying anything on a shopping website, remember to check its privacy policy. This policy explains how your information is going to be used and stored. If there is no privacy policy on the website, that means you are not protected and have no control over what happens to the information you provide. Also, look for contact information for the company. If no information is provided, how can you make a complaint, return what you bought, or even clarify information you are not sure of? Sites with no contact information are most probably fraudulent and you shouldn't do your shopping there.

Another thing to remember is: protect your passwords. Make them difficult to crack and never give them away. You should change them often and, if possible, use supplemental passwords or images for additional security.

Now, when it comes to actual shopping, keep in mind that the safest way to pay for your purchase is with a credit card. Even better, use a pre-paid credit card—this is a card that works like a debit card until you use up all the funds on it. This means you can use it only a few times and for smaller purchases.

Before you complete your online transaction, review the return, refund and shipping and handling policies. Make sure that you understand what the real cost of your purchase is, with all the extras. If in doubt, e-mail or call the company's toll-free number and ask questions. Finally, keep all the records of your transactions. Always print out terms, conditions, warranties, descriptions of the items you bought, and bill information. When you receive your order, inspect it carefully and, if you notice any problem with it, contact the company immediately. Keep all your documents for future reference.

This may sound like a lot to remember, but you should try to keep these tips in mind whenever you shop online, and make them a habit. As the saying goes, it's better to be safe than sorry. Enjoy your online shopping!

**E.** In this activity, learners will create a list of safety features to pay attention to when shopping online. They will use this list in part F. The list can be in the form of questions (*Is there https in the URL?*) or can be a list of items that need to be checked off (i.e., a checklist). This activity can also be done as a whole class.

**F. ①** In this activity, learners will access and search two or more shopping websites. Ask learners to use the checklist from part E to assess the safety features of each website. Learners can present the results of their search in small groups or to the class.

**Note:** Most shopping websites require a username and email address. You can have learners set up separate email addresses on *Gmail* or *Yahoo* for practice purposes only.

### **Beyond the classroom**

**G. ①** This activity can be assigned as an independent learning activity. Learners can do their research at home and bring the results to the class.

## SAFE ONLINE SHOPPING

**A. Answer the questions below. Compare and discuss your answers with your classmates.**

### ***SAFE ONLINE SHOPPING: HOW MUCH DO YOU KNOW?***

1. It is safest to pay for your online purchases with a \_\_\_\_ .  
a. credit card                      b. debit card                      c. pre-paid credit card
2. You \_\_\_\_ return something you bought online.  
a. cannot return                      b. can return                      c. can only exchange, not return
3. The cheapest way to have your online shopping sent to you is by \_\_\_\_ .  
a. priority shipping                      b. standard shipping                      c. Express post
4. How can you tell whether or not a shopping website is secure?  
a. it says *SECURE* on its page    b. it has *https* in its URL                      c. it looks very professional
5. I can shop online on my laptop safely at any Wi-Fi hot spot in the city.  
a. true                      b. false
6. When shopping online, it is safe to \_\_\_\_ .  
a. shop around for the best deal                      b. use only trusted websites                      c. it doesn't matter where you shop as long as you get the best price
7. All online shoppers have the same consumer protection as shoppers with traditional retailers.  
a. true                      b. false                      c. no protection is needed

**B. With a partner, discuss how safe online shopping is compared to shopping at traditional stores. Make a list of potential risks and dangers involved in online shopping.**

For example:

*I cannot return the item I bought. I don't know where the company is located. My credit card information can be stolen.*

**C. 🎧 Listen to an expert talk about the safety of online shopping. Decide whether the statements below are true or false.**

- |   |   |   |
|---|---|---|
| 1. The risks in online shopping involve your money, your identity and the things you buy. | T | F |
| 2. It is not a good idea to use a Wi-Fi connection for online shopping.                   | T | F |
| 3. Your privacy is always protected when you are shopping online.                         | T | F |
| 4. There is nothing better than a credit card when paying for your online purchases.      | T | F |
| 5. It is important to keep all records of your online transactions.                       | T | F |

**D. 🎧 Listen again and take notes. Write the advice that the expert gives as tips (use short sentences and imperative form).**

Example: *Make sure there is **https** or a padlock symbol in the URL.*

**E. ① As a class, make a safety checklist for shopping websites. Include the features and items you heard about in the talk. Access an online shopping website and review its safety features using the checklist. Report the results to your classmates.**

**F. ① With a partner, decide on a particular item you want to buy, like a camera, computer or book. Then, use the Internet and find the item you want to buy. Consider its price, shipping costs, other fees, return policy and delivery time. Assess how safe the website is and explain why.**

**G. ① Search the Internet for information about the safety of online shopping. Make a list of tips and present it to the class.**

**Suggested search terms:** *safe online shopping; how to shop online safely; online shopping safety tips*